

## Critical Thinking Literacy Assignment

For my critical thinking literacy assignment I chose to do Hyundai's "Smaht Pahk" commercial. Hyundai Motor is a company that produces and sells automobiles and auto parts. In addition to financing vehicles and processing credit cards, Hyundai also produces trains and conducts industrial research and development. Hyundai was incorporated in December of 1967 in South Korea and as of 2017 they have 65,5578 employees. Their revenue as of 12/23/21 was \$117,610,626 million with a net income of \$4,942,356 million. The chairman of the company is Eui Sun Chung, the presidents are Albert Biermann, Eno Tea Ha, and Won Hee Lee, who also is their Executive officer, and the senior vice president is Sang-Hyun Him.

One of the biggest creative techniques that are used to attract viewers attention in the commercial "Smaht Pahk" was the use of very well known celebrities. The stars featured were Chris Evans, John Krasinski, David Ortiz, a former baseball player, and comedian Rachel Dratch. Because the commercial was set to take place in Boston the producers had them talk using an overemphasized Boston accent, hints the title "Smaht Pahk". This was used to catch the viewers attention because it isn't everyday that you hear Chris Evens or John Krasinski talk in a thick Boston accent. I also thought it was clever that they used David Ortiz in the commercial because he used to play for the Boston Red Socks. There wasn't really any particular sound effect used that caught my attention, but the actors did use the word "Pahk" a lot throughout the commercial to really drive home the Hyundai Sonata's new smart park feature.

People of different nationalities might have interpreted the commercial's message differently than the people from the United States. If you are not from the States you might not understand the humor behind the thick Boston accent used by the big named celebrities. They also probably wouldn't know who David Ortiz and why his appearance in the commercial was ironic. People from Boston also could have taken offense to the Boston accent used because in a way the commercial was poking fun at it. In retrospect though, Hyundai was pretty straightforward in promoting the new smart park feature in their car.

The lifestyle that is being promoted in this commercial is one of comfort and ease. John Krasinski is shown trying to pull into a very tight parking spot in his Hyundai Sonata. Chris Evens and Rachel Dratch tell him that he won't be able to fit inside such a small parking spot. He tells them not to worry because he has smart park and instead of parking the car he gets out and pushes a button on his car's remote. This triggers the car to park itself, perfectly fitting inside the small space. Most people, including myself, wouldn't have attempted to park in such a small parking spot in fear of not fitting or hitting another car. John is shown not stressing over it because his car can park itself. This would make a lot of people's lives convenient and easier because they don't have to worry about parking their car. One point of view that wouldn't support this message is people who believe that this feature is unsafe because a 4,000 pound machine is

parking itself. An actual person isn't required to park the car so something could malfunction causing an accident.

The message that is being sent through the commercial is that Hyundai cars give people comfort and ease. They want people to feel like they are making the best choice when choosing to buy a Hyundai car because of the convenience the car gives people. Because most cars don't have the smart park feature that their car offers, so the car is unique, which draws the attention of potential customers. The producers of this commercial went for a humorous light hearted commercial because of the use of a comedian and the thick Boston accent that was used when the actors were speaking. Most kids wouldn't be interested in this commercial because they can't drive or buy a car, so it doesn't matter to them. So the target audience for this commercial would be people who are in the market to buy a new car (approximately ages 28 and up), particularly the bad parkers.

## Works Cited

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